

Message Text

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51

ACTION ARA-10

INFO OCT-01 ISO-00 L-02 PA-01 PRS-01 USIA-06 CIAE-00

INR-07 NSAE-00 RSC-01 EB-07 COME-00 EUR-12 /048 W

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R 271604Z JAN 75

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 3641

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EO 11652 N/A

TAGS: BEXP, PE

SUBJ: COLOR TV IN ANDEAN AREA

REF: A) LOU STATE 188124; B) LOU LIMA 7287

1. SINCE REFTELS, NO NEW DEVELOPMENTS HAVE OCCURRED IN COLOR TV SITUATION. AT PRESENT TIME GOP IS CONCENTRATING ON BLACK AND WHITE TV. GOP HAS ISSUED DECREE LAW NO. 20550 ESTABLISHING THE NATIONAL BROADCASTING CORPORATION (EMPRESA NACIONAL DE RADIODIFUSION- ENRAD-PER). THIS NEW ENTITY, INTER ALIA, WILL BE RESPONSIBLE FOR DEVELOPMENT OF BROADCASTING SOURCES, PRODUCTION OF PROGRAMS, AND MANAGEMENT OF DIRECT GOVERNMENT CONTROLLED RADIO AND TV STATIONS.

2. PRESIDENT AND BOARD OF DIRECTORS OF NEW COMPANY NOT YET NAMED. WIDE PUBLICITY, HOWEVER, ALREADY GIVEN TO PLANS TO EXTEND BLACK AND WHITE TV COVERAGE OVER ENTIRE COUNTRY OVER NEXT FEW YEARS. NO MENTION MADE, HOWEVER, ABOUT COLOR TV.

3. FRENCH GOVERNMENT HAS MADE FAVORABLE LOAN TO GOP WHICH WILL BE USED TO EQUIP FOUR TV PROGRAM PRODUCTION CENTERS IN DIFFERENT PARTS OF PERU. THESE ARE NOT, HOWEVER, TRANSMISSION CENTERS OF ANY KIND.

4. CONTACT AT TECHNICAL LEVEL INDICATES THAT COLOR TV DIVISION WILL BE TAKEN AT POLITICAL LEVEL BUT THERE IS NO INDICATION OF

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WHEN. MENTION IS REPEATEDLY MADE ABOUT ANDEAN GROUP STUDY NOW

UNDERWAY AND FACT DECISION WILL BE MADE FOR ENTIRE REGION.
COMMENT: WHILE FRENCH HAVE CERTAINLY NOT HURT CHANCES BY LOAN
FOR PRODUCING FACILITIES, GOP STILL APPEARS TO BE ACTING VERY
CAREFULLY. GOP SEEMS TO BE WAITING ANDEAN GROUP RECOMMENDATION
ALTHOUGH THE POSSIBILITY ALWAYS EXISTS IN PERU THAT GOP FOR
PURELY POLITICAL OR NON TECHNICAL REASON MIGHT SUDDENLY
ANNOUNCE DECISION. WE DO NOT HAVE ANY INDICATION THIS IS
ABOUT TO HAPPEN.

TASK FORCE WILL CONTINUE TO MAKE CONTACTS WITH SUITABLE GOP
OFFICIALS AND TO ENCOURAGE ADOPTION U.S. SYSTEM.
BARNEBEY

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Message Attributes

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Disposition Authority: GolinoFR
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Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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Secure: OPEN
Status: NATIVE
Subject: COLOR TV IN ANDEAN AREA
TAGS: BEXP, PE
To: STATE
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